

WeShouldDoItAll



Individualism, 2020  
Unique  
Modified selfie stick, iPhone 6  
3.0 W × Varies D × 7.0 H in.

\$268.94

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'Individualism' Holder

Marta



WeShouldDoItAll (WSDIA), is simply an intention. We feel designers should not be constrained to a singular expertise. To survive and excel within the creative realm, it is essential to know there is no single, absolute solution to any given problem. To immerse oneself in different avenues allows consideration of the otherwise unconsidered. It's this method of working that excites and serves to drive our studio's practice. We are a contemporary design studio that translates client needs into dynamic, visual systems that can be presented at multiple scales. These solutions take the form of branding, spatial, environmental, interactive, or print projects. We oscillate between accomplished commercial clients, established public institutions, social impact initiatives, and the unconventional or boutique—preserving our dynamic nature and avoiding a singular area of expertise or client type. This provides an edge that we apply to all challenges, as different industries are constantly overlapping and inspiring one another.